

SYSTEM AND METHOD FOR PROVIDING
REAL-TIME TICKER INFORMATION

ABSTRACT OF THE DISCLOSURE

The invention, generally addresses problems associated with, for example, providing on a device having limited graphical, memory or processing capabilities, a “ticker” service, i.e. an automated display of textual information, such as news related items, news stories, stock prices, weather, sports information, etc., especially, for example, one over an interactive television medium. A system and method for providing a ticker service that implements a preferred embodiment of the invention is used to advantage in an interactive television medium. A viewer or subscriber is able to watch information displayed by the ticker service on his or her television, while watching regular television programming. In its preferred embodiment, the system does not degrade the performance of the interactive television network. This preferred embodiment also demonstrates an efficient user navigation mechanism for interacting with the service using, for example, a television remote control.